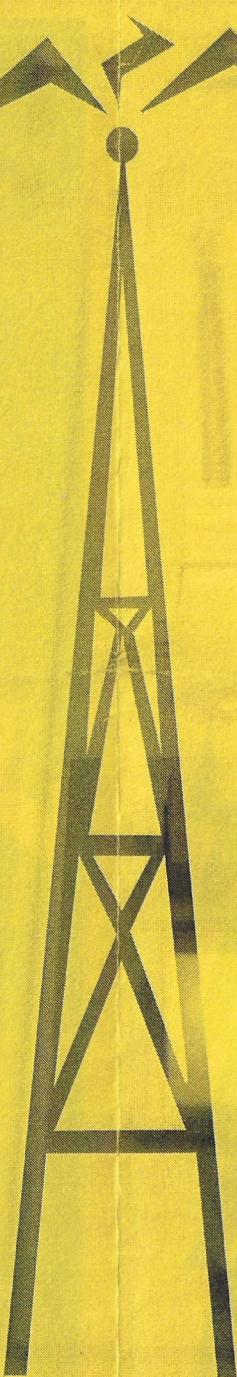




UICORN

SPRING 2011



SCHEDULE

9:00AM - 9:50AM: Breakfast Provided & Station Tour
KCSB Station

10:00AM - 11:20AM: College and Community Radio and Communication Rights HSSB 1174

A keynote presentation in which Professor Dorothy Kidd uses the framework of the global campaign for communication rights to examine how college/community radio stations can best use their media resources to respond to the needs for local music, news, culture and public affairs of their listening communities.

11:30AM - 12:50PM: Breakout Sessions

a. College Radio as a Community Necessity HSSB 1206

A workshop designed to help stations focus on reframing their listeners' and programmers' perception of community radio as a media necessity.

b. Radio: An Accessible Form of Global Resistance HSSB 1210

By giving examples of radio's use in various developing countries, this workshop will re-contextualize our purpose as non-commercial media by focusing on our abilities to give a voice to the voiceless within our own local communities.

c. Music Directing in the Digital Age HSSB 1214

A presentation on the challenges presented by the music industry's move toward digital servicing followed by a discussion/skill share. Discussion topics will include getting and maintaining good servicing, handling digital submissions, and dealing with library space issues.

1:00PM - 2:20PM: Lunch Provided HSSB Courtyard

2:30P - 3:50P: Workshops, Round 1

a. Socially Aware Journalism HSSB 1214

A workshop designed to show stations ways to produce news stories that may not be of focus in commercial media sources, while also helping prospective new journalist become "good" consumers of news.

b. Reexamining Diversity in the Media HSSB 1210

A critical look at how commercial media portrays immigrants and communities of color, and a discussion of methods that non-commercial media can utilize to combat this systemic racism.

c. Steering Committee HSSB 1206

4:00P - 5:20P: Workshops, Round 2

a. Interview Techniques HSSB 1206

Focusing on content and technique, this panel/workshop will help better prepare interviewers to ask the right questions, be prepared for technical issues, and maintain high audio quality.

b. Radio Outreach: Impactful Use of Marketing & Multimedia HSSB 1214

This workshop will focus on ways in which Social Media Marketing (Facebook, Twitter, YouTube) can be used for maximum visibility on the web. It will also discuss the use of other media to call attention to and complement Broadcast Programming. Integration of multimedia (e.g., Video, Web Transcripts, and Podcasts) reinforces, supplements, and informs listeners with beneficial content and links.

c. Radio Responses to the Zombie Apocalypse HSSB 1210

Methods to improve emergency preparedness: Making your station a critical resource to the community.

5:30P - 6:00P: Plenary HSSB 1174

A reconvening of the participating stations, during which action items may be ratified.

SUNDAY, 10:00A - 11:50A: KCSB Courtyard
FM License Acquisition Brainstorm Session

A workshop in which we will be working with Common Frequency to discuss the FM license possibilities for UC Merced, UCSD and other members of the Network.



AFTERSHOW

JAMUEL SAXON (sd)

MONTEREY BABE AQUARIUM (davis)

YOUNGER SHOULDER (sb)

WATERCOLOR PAINTINGS (sb)

BIKO GARAGE

6612 SUENO RD.

8:00p

\$5 DONATION

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